Journal of Retailing

INDEX

Subject – Author Index: to
Journal of Retailing 1960-1970

Compiled by Sallie Sewell

New York University
Institute of Retail Management

Journal of Retailing

A publication of the New York University
Institute of Retail Management

Editorial Board

Charles M. Edwards, Jr., New York University, *Chairman*
Elmer O. Schaller, New York University, *Associate Chairman*
Sallie W. Sewell, New York University, *Editor*

William Applebaum, Harvard University
Lincoln H. Clark, New York University
Roger A. Dickinson, Rutgers University
Theodore D. Ellsworth, New York University
Stanley C. Hollander, Michigan State University
Eugene J. Kelley, Pennsylvania State University
Derek Knee, International Association of Department Stores, Paris
Alfred R. Oxenfeldt, Columbia University
David J. Rachman, Bernard M. Baruch College, New York
Herman Radolf, Newspaper Publishers' Association, New York
Bernard W. Smith, New York University

Carl F. Lebowitz, *Publications Consultant*
Lillian Last, *Circulation Manager*

The articles in the JOURNAL are indexed in the *Business Periodicals Index*, New York, N.Y. and in Current Contents: Behavioral, Social and Management Sciences. The publishers of the JOURNAL OF RETAILING are not responsible for the views held by its contributors.

Issued quarterly – in Spring, Summer, Fall, and Winter – by New York University Institute of Retail Management. Subscription terms: domestic, one year, $7.00; two years, $11.00; three years, $14.00; Canadian and foreign, one year, $8.00; two years, $13.00; three years, $16.00; single copies, all issues inside United States, $1.50; Canadian and foreign issues, $2.00. Application to Mail at Second Class Postage Rates is pending at Montpelier, Vt. Address editorial and business policy communications to Sallie W. Sewell, editor, New York University, 432 Commerce Building, Washington Square, New York, N.Y. 10003. No payment is made for manuscripts. Remittances and subscriptions should be addressed to Lillian Last, JOURNAL OF RETAILING, New York University, 432 Commerce Building, Washington Square, New York, N.Y. 10003. Designed and printed by Capital City Press, Montpelier, Vt. 05602.

Copyright 1970 New York University

XUM

NEW YORK UNIVERSITY INSTITUTE OF RETAIL MANAGEMENT

JOURNAL OF RETAILING

SUBJECT INDEX

1960–1970

ACCOUNTING

Sans – A Simplified Account-Numbering System, by George G. O'Brien, Henry F. Sherwood, and Richard E. Trueman, Spring 1960, 19

Will N.R.M.A.'s New Accounting Manual Lower Markons? Herman Radolf, Fall 1963, 25

ADVERTISING AND PROMOTION

Advertising Overhead in Food Retailing, Lawrence E. Tarpey, Winter 1960-1961, 179

Brand Switching at the Point of Purchase, Gerald O. Cavallo and M. Lewis Temares, Fall 1969, 27

Can the Effect of Advertising on Brand Preference Be Predicted? Richard B. Maffei, Spring 1961, 17

Distinctive Advertising for Small Stores, Carl W. Birchard, Spring 1964, 23

Do Apparel Merchants Utilize Direct-Mail Advertising? Allen F. Jung, Fall 1963, 46

Do Christmas Catalogues Stimulate Purchasing? Sallie Sewell and Robert J. Robichaud, Spring 1960, 1

Does Television Viewing Influence Store Image and Shopping Frequency? Leon Arons, Fall 1961, 1

(The) Early Diffusion of Color Television Receivers Into a Fringe Market Area, Walter P. Gorman and Charles T. Moore, Fall 1968, 46

Price and Quality Comparisons Between Stamp and Nonstamp Food Stores, F. E. Brown and Alfred R. Oxenfeldt, Fall 1969, 3

Scenic Background Increases Response to Dress Display, Leslie Schuller, Fall 1962, 5

(A) Scientific Approach to Dividing the Advertising Budget, Julian L. Simon, Fall 1969, 37

What Influences Purchases of Color Television, Charles B. Riter, Winter 1966-1967, 25

AUTOMATION AND AUTOMATIC VENDING

Automatic Selling – Will It Work? Charles R. Goeldner, Summer 1962, 41
Growth Parameters for Automatic Vending, Malcolm L. Morris, Fall 1968, 31
Impact of Automation on United States Retail Food Distribution, John S. Ewing and James Murphy, Spring 1965, 38
New Developments in Automatic Vending, Alan R. Andreasen, Winter 1961-1962, 17
(The) Phenomenon of Automatic Merchandising, Charles S. Stein, Spring 1964, 15
Space and Inventory Management by Computer Simulation, Raymond F. Barker, Winter 1969-1970, 19
Vending Machines – Recent Store Experiments, Charles R. Goeldner, Fall 1962, 30
Will Automatic Vending Topple Retail Precedents, Douglas J. Dalrymple, Spring 1963, 27

BIBLIOGRAPHY

Bibliography of Masters' Theses in Retailing, Jac L. Goldstucker, Spring 1964, 30
British Retail Bibliography, 1960 to Mid-1966, Stanley C. Hollander, Summer 1967, 44
European Publications on Retailing – A Review and an Appraisal, Paul Deneffe, Spring 1968, 29
(The) Literature on Franchising, Donald N. Thompson, Winter 1968-1969, 84

BUYING AND BUYERS

Are Buyers Happy in Their Jobs? David J. Rachman and Linda J. Kemp, Summer 1964, 1
Are Foreign Products Seen as National Stereotypes? Curtis C. Reierson, Fall 1966, 33
Game Theory and the Department Store Buyer, Roger A. Dickinson, Winter 1966-1967, 14
(The) Personality Structure of a Group of Chain Store Buyers, with Implications for Management, Charles B. Saunders and Charles T. Deeble, Winter 1965-1966, 39
Self-Selection Buying in Department and Specialty Stores, William J. Regan, Summer 1960, 90

CENTRAL BUSINESS DISTRICT

Can Downtown Stage a Comeback? Willis E. Meek, Spring 1964, 20
Competing Retail Systems: The Shopping Center and the Central Business District, Paul E. Smith and Eugene J. Kelley, Spring 1960, 11
Off-Street Parking to Attract Downtown Shoppers, Charles E. Stonier, Fall 1960, 145
Retail Competition Patterns in a Metropolitan Area, J. B. Schneider, Winter 1969-1970, 67

CHAIN STORES

Chain Store Dynamics, Gerald H. Graham, Summer 1967, 9
Intra-Chain-Store Competition, Ross W. Ritland, Summer 1962, 15
(The) Personality Structure of a Group of Chain Store Buyers, with Implications for Management, Charles B. Saunders and Charles T. Deeble, Winter 1965-1966, 39
Postwar Cyclical Behavior of Department Store Chains, David J. Rachman, Fall 1962, 1
Store Location Research – A Survey by Retailing Chains, William Applebaum, Summer 1964, 53

CONCEPTS IN RETAILING

(An) Analysis of Spatial Shopping Behavior, Willard R. Bishop and Earl E. Brown, Spring 1969, 23
(The) Components of Department Store Image: A Theoretical and Empirical Analysis, Leonard L. Berry, Spring 1969, 3
(The) Concept of Culture, Maneck S. Wadia, Spring 1965, 21
Creativity in Retailing, Roger Dickinson, Winter 1969-1970, 3
(A) Demand Framework for Marketers, Alfred R. Oxenfeldt, Summer 1966, 1
Dogmatism as a Factor in Small Business Retail Management, L. X. Tarpey and James L. Gibson, Winter 1969-1970, 45
Who is a Competing Customer? Lawrence E. Tarpey, Sr., Spring 1969, 46

XUM

CONTROL, CREDIT, AND COLLECTION

(The) Challenge of Charge Accounts to Discount Merchants, Robert D. Breth, Winter 1964-1965, 11

Collection Methods in Retailing, John W. Johnson, Winter 1960-1961, 196

Control – Key to Profit, S. D. Astor, Fall 1960, 138

Credit Records: Information Tool for Planning, Thomas V. Greer and Charles G. Walters, Fall 1966, 11

Deciding to Accept or Reject a Marginal Retail Credit Applicant, Carl C. Greer, Winter 1967-1968, 44

(The) Inventory Shortage Enigma of the Discount Industry, S. D. Astor, Summer 1964, 31

(A) Scientific Approach to Dividing the Advertising Budget, Julian L. Simon, Fall 1969, 37

Who Is a Competing Customer? Lawrence E. Tarpey, Spring 1969, 46

COOPERATIVES

Achieving Market Organization Through Voluntary and Cooperative Groups, Kendall A. Adams, Summer 1966, 19

CUSTOMER BEHAVIOR

(An) Analysis of Supermarket Shopping Habits in Worcester, Massachusetts, Bryan Thompson, Fall 1967, 17

Blue Collar Workers Shape Suburban Markets, David J. Rachman and Marvin Levine, Winter 1967, 5

Brand Choices of Teen-Age "In-Group" Versus "Out-Group," W. Bruce Weale and John R. Kerr, Winter 1969-1970, 30

Brand Switching at the Point of Purchase, Gerald O. Cavallo and M. Lewis Temares, Fall 1969, 27

Bureaucracy, the Gatekeeper Concept, and Consumer Motivation, Edwin J. Gross, Spring 1967, 6

(The) "Carriage Trade Myth," Robert R. Henry, Fall 1962, 28

(The) Child Consumer: A New Market, James U. McNeal, Summer 1969, 15

Comparative Retention Analysis, Edward W. Cundiff and William P. Dommermuth, Spring 1969, 32

(The) Concept of Culture, Maneck S. Wadia, Spring 1965, 21

(A) Conceptual Model for Studying Customer Image, George Fisk, Winter 1961-1962, 1

(A) Consumer Approach to the Specialty Store, Stephen R. Flaster, Spring 1969, 21

Consumer Behavior in the Market Place, Bruce LeGrande and Jon G. Udell, Fall 1964, 32

Consumer Preference for Types of Salesmen: A Study of Independence-Dependence Characteristics, James E. Stafford and Thomas V. Greer, Summer 1965, 27

Consumer Purchase Costs – Do Retailers Recognize Them? Wesley C. Bender, Spring 1964, 1

Customer Strategy for Negro Retailers, John V. Petrof, Fall 1967, 30

Customer Types and Salesman Tactics in Appliance Selling, Alfred R. Oxenfeldt, Winter 1963-1964, 9

Customers Are Still King, Herman Radolf, Fall 1960, 143

Do Christmas Catalogues Stimulate Purchasing? Robert J. Robichaud and Sallie Sewell, Spring 1960, 1

Effect of Income Upon Shopping Attitudes and Frustration, Charles J. Collazzo, Spring 1966, 1

Group Interviews Reveal Consumer Buying Behavior, Henry L. Munn and William Opdyke, Fall 1961, 25

Improving the Accuracy of Pedestrian Traffic Counts, Saul S. Sands, Summer 1961, 33

Measuring the Customer's Image of a Department Store, Bruce W. Weale, Summer 1961, 40

Motivation Research for Retail Use, Joseph Phelan, Winter 1962-1963, 17

New Concept: Subjective Distance, Donald L. Thompson, Spring 1963, 1

"Principle of Drift," for Institutional Patronage, Arno K. Kleimenhagen and Ronald W. Stampfl, Fall 1968, 3

Profile of the Boston Discount House Customer, David J. Rachman and Linda J. Kemp, Summer 1963, 1

(The) Significance of the Retirement Market, Charles R. Goeldner and Henry L. Munn, Summer 1964, 43

Shopping, Specialty, or Convenience Goods? Arno K. Kleimenhagen, Winter 1966-1967, 32

(A) Theory of Consumer Efficiency, Anthony A. Downs, Spring 1961, 6

Who is a Competing Customer? Lawrence E. Tarpey, Spring 1969, 46

DEPARTMENT STORES

(A) Behavioral Approach to Planning, Layout, and Display, Montrose S. Summers and Jerome B. Kernan, Winter 1965-1966, 10

(The) Components of Department Store Image: A Theoretical and Empirical Analysis, Leonard L. Berry, Spring 1969, 3

Department Stores and Discount Houses; Who Dies Next? F. E. Brown and George Fisk, Fall 1965, 15

Department Stores in Israel, Robert E. Weigand, Summer 1968, 50

Department Stores in Japan, Robert E. Weigand, Fall 1963, 3

Department Stores Should Retain a 6 Percent Imputed Interest on Inventory, Roger A. Dickinson, Spring 1966, 8

(The) Growing Strength of Department Stores, John R. Young, Fall 1966, 41

Implications of Interfirm Competition at the Retail Level, Robert D. Entenberg, Summer 1967, 1

Merchandise Planning Organization in Department Store Chains, Richard M. Hill, Summer 1959, 73

Perceptual Segmentation of Department Store Markets, William Lazer and Robert G. Wyckham, Summer 1969, 3

Self-Selection Buying in Department and Specialty Stores, William J. Regan, Summer 1960, 90

Space Planning in Department Stores – An Exploratory Approach, Jack S. Wolf, Winter 1960-1961, 182

(A) Systems Approach to Manpower Planning in Department Stores, Charles Horgan, Fall 1968, 13

Strategies Used by Major Department Stores to Compete with Low-Margin Retailers, Walter Gross, Summer 1964, 11

Using Personal History Information in Retail Salesman Selection, James C. Cotham, III, Summer 1969, 31

Why Department Stores Can Meet Discount House Competition, Barkev Kibarian, Winter 1960-1961, 201

What Influences Purchases of Color Television, Charles B. Riter, Winter 1966-1967, 25

Self-Actualization Among Retail Sales Personnel, Grady D. Bruce and Charles M. Bonjean, Summer 1969, 73

DISCOUNT STORES OR MASS MERCHANDISING

(The) Challenge of Charge Accounts to Discount Merchants, Robert D. Breth, Winter 1964-1965, 11

Closed-Door Discount Stores, Frank Meissner, Fall 1962, 17

Comparative Assortments of Discount Food Stores and Conventional Supermarkets, Robert J. Minichiello, Winter 1967-1968, 29

Competitive Food Pricing of Discounters, Edward W. Cundiff, Spring 1963, 13

Department Stores and Discount Houses: Who Dies Next? F. E. Brown and George Fisk, Fall 1965, 15

(The) Discount Store Customer in Cincinnati, Robert H. Myers, Winter 1963-1964, 36

How Discount House Selling Has Influenced Department Stores, Robert E. Dodge, Summer 1960, 97

Legal Aspects of Retail Competition, Lawrence X. Tarpey, Summer 1963, 33

Measuring Retail Market Penetration for a Discount Food Supermarket – A Case Study, William Applebaum, Summer 1965, 1

Price Variations Among Discount House Customers, David J. Rachman and Linda J. Kemp, Summer 1963, 1

Reactions of a Small Town to a Rumored Discount House, James U. McNeal, Winter 1965-1966, 1

(The) Retailing Revolution: Why and Whither? Alfred R. Oxenfeldt, Fall 1960, 157

Strategies Used by Major Department Stores to Compete with Low-Margin Retailers, Walter Gross, Summer 1964, 11

(A) Systems Approach to Manpower Planning in Department Stores, Charles Horgan, Fall 1968, 13

Why Department Stores Can Meet Discount House Competition, Barkev Kibarian, Winter 1960-1961, 201

XUM

DECISION-MAKING

(The) Retailing Mix: Planning and Management, William Lazer and Eugene J. Kelley, Spring 1961, 34
(The) "Shelving" of Increased Sales, Charles W. Hubbard, Winter 1969-1970, 75
Store Space Allocation and Labor Costs in Theory and Practice, Joseph Wickern, Spring 1966, 36

DRUG STORES

How Physical and Social Factors Affect the Management of the Community Pharmacy, Charles L. Braucher and Robert V. Evanson, Winter 1965-1966, 27
Use of Self-Selection in Drug Stores, William T. Kelley, Summer 1960, 114

EDUCATION IN RETAILING

Attitude of College Students Toward Retailing as a Career, Dwight Gentry, Winter 1961-1962, 44
Retailing Executives Rate College Courses, Karen R. Gillespie, Fall 1960, 163
What Education Do Retailers Recommend for Potential Merchants? Karen R. Gillespie, Spring 1962, 41

ELECTRONICS AND/OR DATA-PROCESSING

(*See also* Special Issue on Automation, Spring 1959)

Experiences of Small Retailers with Electronic Data Processing, Donald H. Sanders, Spring 1966, 13
Taking the Mystery Out of Electronic Data Processing, Henry F. Sherwood, Winter 1961-1962, 9

FOOD

(*See also* Supermarkets and Trading Stamps)

Achieving Market Organization Through Voluntary and Cooperative Groups, Kendall A. Adams, Summer 1966, 19
Advertising Overhead in Food Retailing, Lawrence X. Tarpey, Winter 1960-1961, 179
Allocate Space for Maximum Profits, James P. Cairns, Summer 1963, 41
Analysis of Food Demand, Charles Van Tassel, Summer 1967, 38
(An) Analysis of Spatial Shopping Behavior, Willard E. Bishop and Earl H. Brown, Summer 1969, 23
Brand Switching at the Point of Purchase, Gerald O. Cavallo and M. Lewis Temares, Fall 1969, 27
Competition in Food Retailing – Some Recent Developments, James P. Cairns, Fall 1961, 34
Competitive Food Pricing of Discounters, Edward W. Cundiff and R. Clifton Andersen, Spring 1963, 13
Concentration in Food Retailing in the United States, James P. Cairns, Fall 1962, 1
Factors in the Marketing of Ice Cream Products, Curtis Reierson and Donald G. Barker, Spring 1966, 44
Fluctuating Food Prices – A Survey, Leonard J. Konopa, Winter 1964-1965, 17
Food Retailing Practices in Chile, Canas L. Washington, Fall 1961, 32
How Not to Be a Do-It-Yourself Manager, Leonard J. Konopa, Spring 1962, 35
Intraurban Retail Structure: The Supermarket, Bryan Thompson, Fall 1969, 69
Managing Supermarket Managers, Sherman Tingey, Spring 1969, 59
Measuring Retail Market Penetration for a Discount Food Supermarket – A Case Study, William Applebaum, Summer 1965, 1
Price and Quality Comparisons Between Stamp and Nonstamp Food Stores, F. E. Brown and Alfred R. Oxenfeldt, Fall 1969, 3
Will Private Brands in Nonfoods Invade the Supermarket Industry? A Survey, William T. Bonwich, Summer 1962, 29

FINANCE

(The) Challenge of Charge Accounts to Discount Merchants, Robert D. Breth, Winter 1964-1965, 11
Department Stores Should Retain a 6 Percent Imputed Interest on Inventory, Roger A. Dickinson, Spring 1966, 8
Do Retailers Need Tax Relief on Non-Installment Receivables? E. J. Blakeley and William R. Welke, Winter 1960-1961, 189
Implications of Interfirm Competition at the Retail Level, Robert D. Entenberg, Summer 1967, 1
Is Your Sales Dollar Being Consumed by Inventory Holding Costs? Donald E. Edwards, Spring 1969, 55

Inventory Holding Costs: An Equation for Their Calculation, Donald E. Edwards, Spring 1969
Is Leaseback Better Financing than Long-Term Debt? Don R. Webb, Winter 1964-1965, 42
Long-Term Financing for Retailers, G. Speights Ballard, Jr., Winter 1962-1963, 21
Problems of Calculating the Return on Investment, E. Beekman, Summer 1968, 3
Profit Possibilities in Contract Divisions, A Survey, Barry Allen Greene, Winter 1966-1967, 45
What to Do About the 'Cost Squeeze'? Reavis Cox, Winter 1959-1960, 169

FRANCHISING

Are Franchisors Realistic and Successful in Their Selection of Franchisees? Harold Wattel, Winter 1968-1969, 69
Does Franchising Create a Secure Outlet for the Small Aspiring Entrepreneur? Louis M. Bernstein, Winter 1968-1969, 21
Franchise Operations and Antitrust Law, Donald N. Thompson, Winter 1968-1969, 39
Franchising in Perspective, Alfred R. Oxenfeldt and Donald N. Thompson, Winter 1968-1969, 3
(The) Literature on Franchising: A Selected, Classified Bibliography, Donald N. Thompson, Winter 1968-1969, 84
Sources of Revenue to the Franchisor and Their Strategic Implications, Milton Woll, Winter 1968-1969, 14
Will Successful Franchise Systems Ultimately Become Wholly-Owned Chains? Alfred R. Oxenfeldt and Anthony O. Kelly, Winter 1968-1969, 69

GASOLINE RETAILING

(The) Law of Multiples and the Process of Growth in Gasoline Retailing, Donald F. Dixon, Spring 1969, 38
The Interstate Highway Market and Implications for the Petroleum Market, William R. Beaton, Summer 1969, 39

INTERNATIONAL RETAILING

American Retailing and the Common Market, Edward Gudeman, Fall 1962, 43
Common Market Benefits – Will the European Retailer Utilize Them? Henry Gomez, Winter 1963-1964, 1
Department Stores in Israel, Robert E. Weigand, Summer 1968, 50
Department Stores in Japan, Robert E. Weigand, Fall 1963, 31
Developments in the Structure of Distribution in France: A Moderate Degree of Concentration, Michael David, Summer 1965, 34
European Retail Trade Associations Come of Age, Derek Knee, Spring 1968, 29
Food Retailing Practices in Chile, Canas L. Washington, Fall 1961, 32
International Opportunities for American Retailers, M. Y. Yoshino, Fall 1966, 1
(The) Internationalization of Retailing, Stanley C. Hollander, Spring 1968, 3
(The) Japanese Consumer: A Profile, Shoji Murata, Fall 1964, 6
Local Cooperation Between the Independent Merchants in Sweden: "Combined Department Stores," Per Kalen, Spring 1966, 26
Marketing in the Soviet Union – A Visitor's Impression, Robert J. Holloway, Spring 1961, 25
Opportunities and Responsibilities of Retailers Around the World, Charles H. Hochstrasser, Spring 1968, 38
Patterns of Evolution in Retailing, A.C.R. Dreesmann, Spring 1968, 64
Principles of Constructing a Retail Trade Network in Czechoslovakia, Vladislov Kobik, Spring 1968, 45
Problems of Calculating the Return on Investment, E. Beekman, Summer 1968, 3
Retailing in a Developing Economy, Giancarlo Ravazzi, Spring 1967, 31
Retailing Trends in Thailand, Edwin F. Wigglesworth and Jiri Brotan, Summer 1966, 41
Shopkeeping in Developing Countries, Lord Campbell of Eskan, Spring 1968, 64
Some Management Problems Now Facing British Retailers, W. D. McClelland, Spring 1965, 7
Soviet Retail Pricing, Evan E. Anderson, Summer 1968, 61
(The) United Kingdom's New Law on Resale Price Maintenance, James P. Cairns, Winter 1967-1968, 22

INVENTORY CONTROL

Bayesian Statistics in Retail Inventory Management, J. Donald Phillips and Lyndon E. Dawson, Summer 1968, 27
Is Your Sales Dollar Being Consumed by Inventory Holding Costs? Donald E. Edwards, Fall 1969, 55

XUM

Should Retailers Reduce Number of Brands Stocked? Henry L. Munn, Winter 1962-1963, 1
(A) Theory of Retailer-Supplier Conflict, Control and Cooperation, Bruce Mallen, Summer 1963, 24

LEGAL ASPECTS

Applying Supermarket Techniques to Non-food Retailing, Edgar G. Pessemier, Summer 1960, 108
Choosing and Using Marketing Counsel, Howard L. Green, Winter 1962-1963, 7
(The) Impact of Fair-Trade Laws on Retailing, Stewart Munroe Lee, Spring 1965, 1
Legal Aspects of Retail Competition, Lawrence A. Tarpey, Summer 1963, 33
(The) Structure of Outlying Retail Centers: Where Do Retail Functions Belong? Howard L. Green, Winter 1967-1968, 54

LOCATION RESEARCH

(An) Analysis of Spatial Shopping Behavior, Willard R. Bishop, Jr., and Earl H. Brown, Summer 1969, 23
How Large Stores Measure Employee Sales Productivity, David J. Rachman and Robert J. Robichaud, Spring 1961, 1
Improving the Accuracy of Pedestrian Traffic Counts, Saul S. Sands, Summer 1961, 33
(The) Interstate Highway Market and Implications for the Petroleum Marketer, William R. Beaton, Summer 1969, 39
Measuring Retail Market Penetration for a Discount Food Supermarket – A Case Study, William Applebaum, Summer 1965, 1
Prediction of the Spatial Pattern of Shopping Behavior, Laurence P. Feldman, Spring 1967, 25
Store Location Research – A Survey by Retailing Chains, William Applebaum, Summer 1964, 53
Store Trading Areas in a Changing Market, William Applebaum and Saul B. Cohen, Fall 1961, 14
Techniques for Evaluating Small City Parking Problems, Allan Goodwin, Summer 1969, 53

MANAGEMENT

Dogmatism as a Factor in Small Business Retail Management, L. X. Tarpey and James L. Gibson, Winter 1969-1970, 45
Guide for Constructing a Merchandising Policy, David Carson, Winter 1961-1962, 24
Is Your Sales Dollar Being Consumed by Inventory Holding Costs? Donald E. Edwards, Fall 1969, 55
Managing Supermarket Managers, Sherman Tingey, Spring 1969, 59
(The) Personality Structure of a Group of Chain Store Buyers, with Implications for Management, Charles B. Saunders and Charles T. Deeble, Winter 1965-1966, 39
Predictive Stereotypes in Retailing – Four Appliance Dealer "Types," John K. Ryans, Jr., Winter 1969-1970, 57
Some Quantitative Aids to Merchandise Management, Willard R. Bishop and G. David Hughes, Fall 1967, 39

MANUFACTURER-RETAILER RELATIONSHIPS

Economic Factors Influencing Manufacturers' Decisions Concerning Price Maintenance, Louis W. Stern, Spring 1965, 30
How Manufacturer Pricing Methods Are Adapted to Retailer Use, David J. Rachman, Spring 1960, 7

MARKETING

Achieving Market Organization Through Voluntary and Cooperative Groups, Kendall A. Adams, Summer 1966, 19
Application of the Marketing Concept to Retailing, Eugene H. Fram, Summer 1965, 19
Blue Collar Workers Shape Suburban Markets, David J. Rachman and Marvin Levine, Winter 1966-1967, 5
(The) Child Consumer: A New Market, James U. McNeal, Summer 1969, 15
(The) Concept of Channel Control, Louis W. Stern, Summer 1967, 14
(A) Demand Framework for Marketers, Alfred R. Oxenfeldt, Summer 1966, 1
(An) Interfunctional Approach to Promotion and Physical Distribution, Fall 1966, 19
(The) Interstate Highway Market and Implications for the Petroleum Marketer, William R. Beaton, Summer 1969, 39
Marketing in the Soviet Union, Robert J. Holloway, Spring 1961, 25
Patterns in Smaller City Promotion of Retail Trade, Robert C. Judd, Fall 1964, 10
Perceptual Segmentation of Department Store Markets, William Lazer and Robert G. Wyckham, Summer 1969, 3

XUM

Segmentation and Carving a Niche in the Market Place, Coskun A. Samli, Summer 1968, 35

MERCHANDISING

Guide for Constructing a Merchandising Policy, David Carson, Winter 1961-1962, 24
Some Quantitative Aids to Merchandise Management, Willard R. Bishop and G. David Hughes, Fall 1967, 39

PERSONNEL AND TRAINING

Appraising Retailers' Use of the Polygraph, C. Glenn Walters and Bruce Gunn, Winter 1967-1968, 10
(The) Case for Concentration of Purchases, Edwin W. Crooks, Summer 1966, 14
Creativity in Retailing, Roger Dickinson, Winter 1969-1970, 3
(An) Empirical Study to Aid in the Selection of Retail Salesclerks, Charles N. Weaver, Fall 1969, 22
Evaluating the Retail Salesman, Robert J. Paul and Robert W. Bell, Summer 1968, 17
How Department Heads Spend Their In-Store Time, E. J. Blakely and William R. Welke, Winter 1960-1961, 207
Improving Attitudes and Performance of Salespeople, Edward McFadyen, Summer 1960, 73
Improving Department Store Selling, Edwin W. Crooks, Jr., Summer 1962, 34
New Methods of Estimating and Forecasting Retail Sales, Ross W. Ritland, Fall 1963, 1
Quantitative Determination of Manpower Requirements in Variable Activities, Robert J. Paul, Summer 1961, 21
Scientific Determination of Performance Standards for Non-Repetitive Activities, Robert J. Paul, Fall 1967, 50
(A) Survey of Unionization Trends in Department Stores, Ronald D. Michman, Spring 1967, 17
(A) Systems Approach to Manpower Planning in Department Stores, Charles Horgan, Fall 1968, 131
Train Salesmen to Eliminate Need for Self-Selection, Ronald D. Michman, Summer 1960, 102
(The) Training Department: An Aid to Manpower Management, Bird McCord, Fall 1968, 68
What Merchants Can Learn from Science, Alfred Eisenpreis, Spring 1967, 1

PRICING

Advanced Price Notification as an Anti-Inflationary Measure, Reuben Slesinger, Spring 1960, 41
Compact and Foreign-Car Price Comparisons, Allen F. Jung, Fall 1960, 150
Estimating Price Elasticity, Douglas J. Dalrymple, Winter 1966-1967, 1
How Manufacturer Pricing Methods Are Adapted to Retailer Use, David J. Rachman, Spring 1960, 7
Price and Quality Comparisons Between Stamp and Nonstamp Food Stores, F. E. Brown and Alfred R. Oxenfeldt, Fall 1969, 3
Retail Pricing Policies on Small Appliances, Allen F. Jung, Spring 1965, 17
(A) Scientific Approach to Retail Pricing, Gordon B. Cross, Fall 1959, 118
Soviet Retail Pricing, Evan Anderson, Summer 1968, 61
Two Approaches to Price Control, Donald G. Halper, Spring 1962, 28
(The) United Kingdom's New Law on Resale Price Maintenance, James P. Cairns, Winter 1967-1968, 22
Will N.R.M.A.'s New Accounting Manual Lower Markons? Herman Radolf, Fall 1963, 25

PROFITS

Are Retail Profits Declining? David J. Rachman and Linda J. Kemp, Fall 1964, 17
(The) Big Drop – A Study of Declining Retail Profits in 1960, David J. Rachman and Robert J. Robichaud, Fall 1961, 39
Comparative Analysis of Sales and Profits in 1959, David J. Rachman and Robert J. Robichaud, Fall 1960, 174
Discount Houses Increase Share of 1961 Profits, David J. Rachman and Linda J. Kemp, Winter 1962-1963, 34
Is Your Sales Dollar Being Consumed by Inventory Holding Costs? Donald E. Edwards, Fall 1969, 55
Postwar Cyclical Behavior of Department Store Chains, David J. Rachman, Fall 1962, 1
Profit Possibilities in Contract Divisions – A Survey, Barry Allen Greene, Winter 1966-1967, 45
Retail Profit Rise – What Does It Mean, Robert J. Robichaud, Fall 1966, 52
Retail Sales Up, Profit Ratios Down . . . But Mail Order Moves Ahead, David J. Rachman, Fall 1963, 10
Retail Store Profits in 1964 and the Tax Cut, David J. Rachman, Fall 1965, 1

XUM

SCIENTIFIC APPROACH TO RETAILING

Bayesian Statistics in Retail Inventory Management, Donald J. Phillips, Summer 1968, 27

(A) Computerized, Multipurpose Management Game Applied to Retailing, Robert E. Schellenberger, Winter 1965-1966, 10

(A) Demand Framework for Marketers, Alfred R. Oxenfeldt, Summer 1966, 1

Effective Expansion of Research by Large Retailers, Robert F. Hartley, Winter 1969-1970, 36

(An) Empirical Study to Aid in the Selection of Retail Salesclerks, Charles N. Weaver, Fall 1969, 22

Experiences of Small Retailers with Electronic Data Processing, Donald H. Sanders, Spring 1966, 13

Linear Programming for Merchandising Decisions, Lawrence E. Salkin, Winter 1964-1965, 37

(The) Need for More Abstract Thinking in Retailing, John V. Petrof, Summer 1965, 16

New Methods of Estimating and Forecasting Retail Sales, Ross W. Ritland, Fall 1963, 1

Quantitative Determination of Manpower Requirements in Variable Activities, Robert J. Paul and Robert W. Bell, Summer 1967, 21

Retailing – What's That? Charles B. Saunders and John D. Logsdon, Fall 1969, 46

(A) Scientific Approach to Dividing the Advertising Budget, Julian L. Simon, Fall 1969, 37

Scientific Determination of Performance Standards for Non-Repetitive Activities, Robert J. Paul, Fall 1967, 50

Space and Inventory Management by Computer Simulation, Raymond F. Barker, Winter 1969-1970, 19

(A) Suggested Behavioral Model for Retail Decision-Making, John K. Ryans, Jr., Spring 1967, 47

Taking the Mystery Out of Electronic Data Processing, Henry F. Sherwood, Winter 1961-1962, 9

SEGMENTATION

Brand Choices of Teen-Age "In-Group" Versus "Out-Group," W. Bruce Weale and John R. Kerr, Winter 1969-1970, 30

(The) Child Consumer: A New Market, James U. McNeal, Summer 1969, 15

Perceptual Segmentation of Department Store Markets, William Lazer and Robert C. Wyckham, Summer 1969, 3

(The) Significance of the Retirement Market, Henry L. Munn and Charles R. Goeldner, Summer 1964. 43

What Influences the Buying Decisions of Teen-Agers? Paul Gilkison, Fall 1965, 33

SELF-SELECTION AND SELF-SERVICE

Another Look at Self-Selection, Editorial Board of New York University School of Retailing, Summer 1960, 57

Applying Supermarket Techniques for Non-food Retailing, Edgar A. Pessemier, Summer 1960, 108 (special emphasis on Self-Selection)

Centralized Cashiering in Self-Selection Aids Control, Ralph H. Ely, Jr., Summer 1960, 67

Fixtures for Self-Selection in Soft Goods, Daniel Schwartzman, Summer 1960, 88

Gasoline Retailing: Self-Service Holdout, R. Clifton Andersen, Fall 1965, 4

How Discount-House Selling Has Influenced Department Stores, Robert E. Dodge, Summer 1960, 97 (special emphasis on Self-Selection)

How Self-Selection Affects Vendor Relations, Stanley C. Hollander, Summer 1960, 58

Improving Attitudes and Performance of Salespeople – An Alternative to Introducing Self-Selection, Edward McFadyen, Summer 1960, 73

Self-Selection Buying in Department and Specialty Stores, William J. Regan, Summer 1960, 90

Self-Selection Challenges the Merchandising Division, Bernard W. Smith and Herman Radolf, Summer 1960, 81

Train Salesmen to Eliminate Need for Self-Selection, Ronald D. Michman, Summer 1960, 102

Use of Self-Selection in Drug Stores, William T. Kelley, Summer 1960, 114

SELLING AND SALESPEOPLE

Analytic Guide for Reduction of Selling Expenses, Nathan Katz, Spring 1960, 35

Customer Types and Salesman Tactics in Appliance Selling, Alfred R. Oxenfeldt, Winter 1963-1964, 9

Evaluating the Retail Salesman, Robert J. Paul and Robert W. Bell, Summer 1968, 17

XUM

How Discount-House Selling Has Influenced Department Stores, Robert E. Dodge, Summer 1960, 97
Improving Attitudes and Performance of Salespeople – An Alternative to Introducing Self-Selection, Edward McFadyen, Summer 1960, 73
New Methods of Estimating and Forecasting Retail Sales, Ross W. Ritland, Fall 1963, 1
(The) Quality of Selling and Organization Structure, Richard Lee Miller, Summer 1961, 28
Quantitative Determination of Manpower Requirements in Variable Activities, Robert J. Paul, Summer 1967, 21
Scientific Determination of Performance Standards for Non-Repetitive Activities, Robert J. Paul, Fall 1967, 50
Self-Actualization Among Retail Sales Personnel, Grady D. Bruce and Charles M. Bonjean, Summer 1969, 85
(The) "Shelving" of Increased Sales, Charles W. Hubbard, Winter 1969-1970, 75
Train Salesmen to Eliminate Need for Self-Selection, Ronald D. Michman, Summer 1960, 102
Using Personal History Information in Retail Salesman Selection, James C. Cotham, III, Summer 1969, 31

SHOPPING CENTERS

Impact of Shopping Centers on Trade in Downtown Cincinnati, Charles H. Hindersman, Winter 1959-1960, 185

SHORTAGES AND SECURITY

Appraising Retailers' Use of the Polygraph, C. Glenn Walters and Bruce Gunn, Winter 1967-1968, 10
(The) Inventory Shortage Enigma of the Discount Industry, Saul D. Astor, Summer 1964, 31
Preventing Theft in Retail Stores, Thomas J. Fitzmaurice and Herman Radolf, Summer 1961, 1

SUPERMARKETS

(*See also* Trading Stamps and New Trends)
(An) Analysis of Spatial Shopping Behavior, Willard R. Bishop and Earl H. Brown, Summer 1969, 23
Applying Supermarket Techniques to Nonfood Retailing, Edgar A. Pessemier, Summer 1960, 108
Comparative Assortments of Discount Food Stores and Conventional Supermarkets, Robert J. Minichiello, Winter 1967-1968, 29
Control of Supermarket Costs, James D. Foust, Summer 1962, 22
Effects of Trading Stamps on Retail Competition, Louis Andreano, Spring 1959, 87
Managing Supermarket Managers, Sherman Tingey, Spring 1969, 59
Measuring Retail Market Penetration for a Discount Food Supermarket – A Case Study, William Applebaum, Summer 1965, 1
Price and Quality Comparisons Between Stamp and Nonstamp Food Stores, F. E. Brown and Alfred R. Oxenfeldt, Fall 1969, 3
Price Movements Following the Discontinuance of Trading Stamps, F. E. Brown, Fall 1967, 1
Self-Sufficiency: A Fixation in Corporate Supermarket Chains, Louis W. Stern, Spring 1966, 18
(The) Superette – Opportunity for the Independent Owner, Rom J. Markin, Spring 1963, 13
(The) Supermarket – A Study of Size, Profits, and Concentration, Rom J. Markin, Winter 1964-1965, 22
Will Private Brands in Nonfoods Invade the Supermarket Industry? A Survey, William T. Bonwich, Summer 1962, 29
(The) Value of Trading Stamps as Measured by Retail Prices, Harvey L. Vredenburg and H. Howard Frisinger, Fall 1965, 28

TAXES

Do Retailers Need Tax Relief on Noninstallment Receivables, E. J. Blakeley and William R. Welke, Winter 1960-1961, 189

TRADING STAMPS

Price Movements Following the Discontinuance of Trading Stamps, F. E. Brown, Fall 1967, 1
(The) Value of Trading Stamps as Measured by Retail Prices, Harvey L. Vredenburg and H. Howard Frisinger, Fall 1965, 28

XUM

JOURNAL OF RETAILING
INDEX OF AUTHORS

1960–1970

Adams, Kendall A., Achieving Market Organization Through Voluntary and Cooperative Groups, Summer 1966, 19

Andersen, R. Clifton, Gasoline Retailing: Self Service Holdout, Fall 1965, 42

_____, William P. Dommermuth, and Norton E. Marks, An Interfunctional Approach to Promotion and Physical Distribution, Fall 1966, 19

_____, Competitive Food Pricing of Discounters (*see* Cundiff, Edward W.)

Anderson, Evan, Soviet Retail Pricing, Summer 1968, 61

Andreasen, Alan R., New Developments in Automatic Vending, Winter 1961-1962, 17

Applebaum, William, Measuring Retail Market Penetration for a Discount Food Supermarket – A Case Study, Summer 1965, 1

_____, Store Location Research – A Survey by Retailing Chains, Summer 1964, 53

_____, Store Trading Areas in a Changing Market (with Saul B. Cohen), Fall 1961, 14

Arons, Leon, Does Television Viewing Influence Store Image and Shopping Frequency? Fall 1961, 1

Astor, S. D., Control – Key to Profit, Fall 1960, 138

_____, The Inventory Shortage Enigma of the Discount Industry, Summer 1964, 31

Ballard, G. Speights, Jr., Long-Term Financing for Retailers, Winter 1962-1963, 21

Barker, Donald G., and Curtis C. Rierson, Factors in Marketing Ice Cream Products, Spring 1966, 44

Barker, Robert F., Effective Expansion of Research by Large Retailers, Winter 1969-1970, 36

Beaton, William R., The Interstate Highway Market and Implications for the Petroleum Marketer, Summer 1969, 39

Beekman, E., Problems of Calculating the Return on Investment, Summer 1968, 3

Bender, Wesley C., Consumer Purchase Costs – Do Retailers Recognize Them? Spring 1964, 1

Bernstein, Louis M., Does Franchising Create a Secure Outlet for the Small Aspiring Entrepreneur, Winter 1968-1969, 21

Berry, Leonard L., The Components of Department Store Image, Spring 1969, 3

Birchard, Carl W., Distinctive Advertising for Small Stores, Spring 1964, 23

Bishop, Willard R. and G. David Hughes, Some Quantitative Aids to Merchandise Management, Fall 1967, 39

_____, and Earl H. Brown, An Analysis of Spatial Shopping Behavior, Summer 1969, 23

Blakeley, E. J. and William R. Welke, Do Retailers Need Tax Relief on Non-Installment Receivables? Winter 1960-1961, 189

_____ and _____, How Department Heads Spend Their In-Store Time, Winter 1960-1961, 207

Bonwich, William T., Will Private Brands in Nonfoods Invade the Supermarket Industry? Summer 1962, 29

Braucher, Charles L. and Robert B. Evanson, How Physical and Social Factors Affect the Management of the Community Pharmacy, Winter 1965-1966, 27

Breth, Robert D., The Challenge of Charge Accounts to Discount Merchants, Winter 1964-1965, 11

Brown, F. E., and George Fisk, Department Stores and Discount Houses: Who Dies Next? Fall 1965, 15

_____, and Alfred R. Oxenfeldt, Price and Quality Comparisons Between Stamp and Nonstamp Stores, Fall 1969, 3

_____, An Analysis of Spatial Shopping Behavior (*see* Bishop, Willard R.)
Bruce, Grady D. and Charles M. Bonjean, Self-Actualization Among Retail Sales Personnel, Summer 1969, 73
Butcher, Benjamin C., Development of the Drive-in in East Central Illinois, 1945-1960, Spring 1962, 21

Cairns, James P., Allocate Space for Maximum Profits, Summer 1963, 41
_____, Competition in Food Retailing – Some Recent Developments, Fall 1961, 34
_____, Concentration in Food Retailing in the United States, Fall 1962, 1
_____, The United Kingdom's New Law on Resale Price Maintenance, Winter 1967-1968, 22
Campbell, Lord of Eskan, Shopkeeping in Developing Countries, Spring 1968, 53
Carson, David, Guide for Constructing a Merchandising Policy, Winter 1961-1962, 24
Cavallo, Gerald O. and M. Lewis Temares, Brand Switching at the Point of Purchase, Fall 1969, 27
Cohen, Saul D. and William Applebaum, Store Trading Areas in a Changing Market, Fall 1961, 14
Collazzo, Charles J., Effects of Income Upon Shopping Attitudes and Frustrations, Spring 1966, 1
Cotham, James C., III, Using Personal History Information in Retail Salesman Selection, Fall 1969, 31
Crooks, Edwin W., Jr., The Case for Concentration of Purchases, Summer 1966, 14
_____, Improving Department Store Selling, Summer 1962, 34
Cundiff, Edward W., and R. Clifton Andersen, Competitive Food Pricing of Discounters, Spring 1963, 13
_____, and William P. Dommermuth, Comparative Retention Analysis, Spring 1969, 32

Dalrymple, Douglas J., Controlling Retail Inventories, Spring 1964, 9
_____, Estimating Price Elasticity, Winter 1966-1967, 1
_____, How Important Is Stock Turnover? Winter 1964-1965, 1
_____, Will Automatic Vending Topple Retail Precedents? Spring 1963, 27
David, Michael, Developments in the Structure of Distribution in France: A Moderate Degree of Concentration, Summer 1965, 34
Deneffe, Paul, European Publications on Retailing – A Review and an Appraisal, Spring 1968, 29
Dickinson, Roger A., Creativity in Retailing, Winter 1969-1970, 3
_____, Department Stores Should Retain a 6 Percent Imputed Interest on Inventory, Spring 1966, 8
_____, Game Theory and the Department Store Buyer, Winter 1966-1967, 14
Dixon, Donald P., The Law of Multiples and the Process of Growth in Gasoline Retailing, Spring 1969, 38
Dodge, Robert E., How Discount House Selling Has Influenced Department Stores, Summer 1960, 97
Dodge, H. Robert and Harry N. Summer, Choosing Between Retail Stores, Fall 1969, 11
Downs, Anthony, A Theory of Consumer Efficiency, Spring 1961, 6
Dreesmann, A.C.R., Patterns of Evolution in Retailing, Spring 1968, 64

Editorial Board of New York University School of Retailing, Another Look at Self-Selection, Summer 1960, 57
Edwards, Charles M., Jr., Does Professional Education in Retailing Pay Off? Winter 1960-1961, 169
Edwards, Donald E., Is Your Sales Dollar Being Consumed by Inventory Holding Costs? Fall 1969, 55
Eisenpreis, Alfred, What Merchants Can Learn From Science, Spring 1967, 1
Ely, Ralph H., Jr., Centralized Cashiering in Self-Selection Aids Control, Summer 1966, 67
Engel George C., A Common-Sense Approach to Increased Retail Profits, Spring 1960, 27
Entenberg, Robert D., Implications of Interfirm Competition at the Retail Level, Summer 1967, 1
Ewing, John S. and James Murphy, Impact of Automation on United States Retail Food Distribution, Spring 1965, 38

Feldman, Laurence P., Prediction of the Spatial Pattern of Shopping Behavior, Spring 1967, 25
Fisk, George, (A) Conceptual Model of Studying Customer Image, Winter 1961-1962, 1
Fitzmaurice, Thomas J. and Herman Radolf, Preventing Theft in Retail Stores, Summer 1961, 1
Flaster, Stephen R., A Consumer Approach to the Specialty Store, Spring 1969, 21

XUM

Foust, James D., Control of Supermarket Costs, Summer 1962, 22
Fram, Eugene H., Application of the Marketing Concept to Retailing, Summer 1965, 19

Gentry, Dwight, Attitude of College Students Toward Retailing as a Career, Winter 1961-1962, 44
Gilkison, Paul, What Influences the Buying Decisions of Teen-Agers? Fall 1965, 33
Gillespie, Karen R., Retailing Executives Rate College Courses, Fall 1960, 163
_____, The Role of Espionage in Retailing, Spring 1963, 7
_____, What Education Do Retailers Recommend for Potential Merchants? Spring 1962, 1
Goeldner, Charles L., Automatic Selling–Will It Work? Summer 1962, 41
_____, Vending Machines – Recent Store Experiments, Fall 1962, 30
Goldstucker, Jac L., Bibliography of Masters' Theses in Retailing, Spring 1964, 30
Gomez, Henry, Common Market Benefits–Will the European Retailer Utilize Them? Winter 1963-1964, 1
Goodwin, Allan, Techniques for Evaluating Small City Parking Problems, Summer 1969, 53
Gorman, Walter P. and Charles T. Moore, The Early Diffusion of Color Television Receivers Into a Fringe Market Area, Fall 1968, 46
Graham, Gerald H., Chain Store Dynamics, Summer 1967, 9
Green, Howard L., Choosing and Using Marketing Consultants, Winter 1962-1963, 7
_____, The Structure of Outlying Retail Centers: Where Do Retail Functions Belong? Winter 1967-1968, 54
Greene, Barry Allen, Profit Possibilities in Contract Divisions, A Survey, Winter 1966-1967, 45
Greer, Carl C., Deciding to Accept or Reject a Marginal Retail Credit Applicant, Winter 1967-1968, 44
Greer, Thomas V. and Charles G. Walters, Credit Records: Information Tool for Planning, Fall 1966, 11
Gross, Edwin J., Bureaucracy, the Gatekeeper Concept, and Consumer Innovation, Spring 1967, 9
Gross, Walter, Strategies Used by Major Department Stores to Compete with Low-Margin Retailers, Summer 1964, 11
Gudeman, Edward, American Retailing and the Common Market, Fall 1962, 43

Halper, Donald G., Two Approaches to Price Control, Spring 1962, 28
Hartley, Robert F., Effective Expansion of Research by Large Retailers, Winter 1969-1970, 36
Henry, Robert R., The Carriage Trade Myth, Fall 1962, 39
Hochstrasser, Charles H., Opportunities and Responsibilities of Retailers, Spring 1968, 38
Hollander, Stanley C., British Retail Bibliography, 1960 to Mid-1966, Summer 1967, 44
_____, How Self-Selection Affects Vendor Relations, Summer 1960, 58
_____, The Internationalization of Retailing, Spring 1968, 3
_____, Notes on the Retail Accordion, Summer 1966, 29
Holloway, Robert J., Marketing in the Soviet Union, A Visitor's Impression, Spring 1961, 25
Horgan, Charles, A Systems Approach to Manpower Planning in Department Stores, Fall 1968, 13
Hubbard, Charles W., The "Shelving" of Increased Sales, Winter 1969-1970, 75

Johnson, John W., Collection Methods in Retailing, Winter 1960-1961, 196
Judd, Robert C., Patterns in Smaller City Promotion of Retail Trade, Fall 1964, 10
_____, Similarities or Differences in Product and Service Retailing, Winter 1968, 1
Jung, Allen F., Are Retail Salesmen Selling? A Research Survey, Summer 1962, 9
_____, Buying Habits of College Students, Summer 1961, 23
_____, Compact and Foreign-Car Price Comparisons, Fall 1960, 150
_____, Do Apparel Merchants Utilize Direct-Mail Advertising? Fall 1963, 46
_____, Price Variations Among Discount Houses and Other Retailers, Spring 1961, 13
_____, Retail Pricing Policies on Small Appliances, Spring 1965, 17

Kalen, Per, Local Cooperation Between the Independent Merchants in Sweden: "Combined Department Stores," Spring 1966, 26
Katz, Nathan, Analytic Guide for Reduction of Selling Expenses, Spring 1960, 36
Kelley, William T., Use of Self-Selection in Drug Stores, Summer 1960, 114

Kelly, Anthony O., Do Franchise Operations Become Wholly Owned Systems? (*see* Oxenfeldt, Alfred R.)
Kemp, Linda J., Discount Houses Increase Share of 1961 Profits (*see* Rachman, David J.)
Kibarian, Barkev, Why Department Stores Can Meet Discount House Competition, Winter 1960-1961, 201
Kleimenhagen, Arno K., Shopping, Specialty, or Convenience Goods? Winter 1966-1967, 32
_____, and Ronald W. Stampfl, A "Principle of Drift" for Institutional Patronage? Fall 1968, 3
Knee, Derek, European Retail Associations Come of Age, Spring 1968, 13
Kobik, Vladislov, Principles of Constructing Retail Trade Networks in Czechoslovakia, Spring 1968, 45
Konopa, Leonard J., An Analysis of Some Changes in Retailing Productivity Between 1948 and 1963, Fall 1968, 57
_____, Are Work Simplifications Systems Adaptable to Retailing, Winter 1962-1963, 45
_____, Another Look at Census of Business Retail Data, Spring 1963, 32
_____, Fluctuating Food Prices–A Survey, Winter 1964-1965, 17
———, How Not to Be a Do-It-Yourself Manager, Spring 1962, 35

LaLonde, Bernard J., The Retailer's Dilemma: Full Service and Full Employment, Winter 1966-1967, 40
Lazer, William and Eugene J. Kelley, The Retailing Mix: Planning and Management, Spring 1961, 34
_____, and Robert G. Wyckham, Perceptual Segmentation of Department Store Markets, Summer 1969, 3
Lee, Stewart Munro, The Impact of Fair-Trade Laws on Retailing, Spring 1965, 1
LeGrande, Bruce and Jon G. Udell, Consumer Behavior in the Market Place, Fall 1964, 32
Logsdon, John D., Retailing – What's That? (*see* Saunders, Charles B.)

McClelland, W. D., Some Management Problems Now Facing British Retailers, Spring 1965, 7
McCord, Bird, The Training Department – An Aid to Management Planning, Fall 1969, 3
McFayden, Edward, Improving Attitudes and Performance of Salespeople – An Alternative to Introducing Self-Selection, Summer 1960, 73
McNeal, James U., The Child Consumer: A New Market, Summer 1969, 15
_____, Reactions of a Small Town to a Rumored Discount House, Winter 1965-1966, 1
Maffei, Richard B., Can the Effect of Advertising on Brand Preference Be Predicted, Spring 1961, 17
_____, Group Dynamics in Retail Teaching, Spring 1962, 31
Mallen, Bruce, A Theory of Retailer-Supplier Conflict, Control and Cooperation, Summer 1963, 24
Markin Rom J., The Demise of the Marginal Retailing Establishment, Summer 1967, 28
_____, The Superette – Opportunity for the Independent Owner, Spring 1963, 13
_____, The Supermarket – A Study of Size, Profits, and Concentration, Winter 1964-1965, 22
Meek, Willis E., Can Downtown Stage a Comeback? Spring 1964, 20
Meissner, Frank, Closed-Door Discount Stores, Fall 1962, 17
Mertes, John E., A Retail Structural Theory for Site Analysis, Summer 1964, 19
_____, Site Opportunities for the Small Retailer, Fall 1963, 36
Michman, Ronald D., A Survey of Unionization Trends in Department Stores, Spring 1967, 17
Miller, Ernest A., Can Independent Stores Survive in Tomorrow's Mass Merchandising Era? Winter 1963-1964, 26
Miller, Richard Lee, The Quality of Selling and Organization Structure, Summer 1961, 28
Minichiello, Robert J., Comparative Assortments of Discount Food Stores and Conventional Supermarkets, Winter 1968, 29
Moore, Charles T., The Early Diffusion of Color Television Receivers Into a Fringe Market Area (*see* Gorman, Walter T.)
Morris, Malcolm L., Growth Parameters for Automatic Vending, Fall 1968, 31
Murata, Shoji, The Japanese Consumer: A Profile, Fall 1964, 6
Munn, Henry L., Retailing in Nigeria, Fall 1966, 26
_____, Should Retailers Reduce Number of Brands Stocked? Winter 1962-1963, 1
_____, and William Opdyke, Group Interviews Reveal Consumer Buying Behavior, Fall 1961, 26
_____, and Charles R. Goeldner, The Significance of the Retirement Market, Summer 1964, 43

XUM

Myers, Robert H., The Discount Store Customer in Cincinnati, Winter 1963-1964, 36

O'Brien, George, Henry F. Sherwood, and Richard E. Trueman, Sans – A Simplified Account-Numbering System, Spring 1960, 19
Oxenfeldt, Alfred R., Customer Types and Salesman Tactics in Appliance Selling, Winter 1963-1964, 9
_____, A Demand Framework for Marketers, Summer 1966, 1
_____, The Retailing Revolution: Why and Whither? Fall 1960, 157
_____, and Donald N. Thompson, Franchising in Perspective, Winter 1968-1969, 3
_____, and Anthony O. Kelly, Do Franchise Operations Become Wholly Owned Systems? Winter 1968-1969, 69
_____, Price and Quality Comparisons Between Stamp and Nonstamp Stores (*see* Brown, F.E.)

Paul, Robert J., Scientific Determination of Performance Standards for Non-Repetitive Activities, Fall 1967, 50
_____, and Robert W. Bell, Quantitative Determination of Manpower Requirements in Variable Activities, Summer 1967, 21
_____ and _____, Evaluating the Retail Salesman, Summer 1968, 17
Pessemier, Edgar A., Applying Supermarket Techniques to Nonfood Retailing, Summer 1960, 16
Petrof, John V., Customer Strategy for Negro Retailers, Fall 1967, 30
_____, The Need for More Abstract Thinking in Retailing, Summer 1965, 16
Phelan, Joseph G., Motivation Research for Retail Use, Winter 1962-1963, 17
Philips, J. Donald and Lyndon E. Dawson, Jr., Bayesian Statistics in Retail Inventory Management, Summer 1968, 27

Rachman, David J., How Manufacturer Pricing Methods Are Adapted to Retailer Use, Spring 1960, 7
_____, Postwar Cyclical Behavior of Department Store Chains, Fall 1962, 1
_____, Retail Sales Up, Profit Ratios Down . . . But Mail Order Moves Ahead, Fall 1963, 10
_____, Retail Store Profits in 1964 and the Tax Cut, Fall 1965, 1
_____, and Robert J. Robichaud, How Large Stores Measure Employee Sales Productivity, Spring 1961, 1
_____ and _____, Comparative Analysis of Sales and Profits in 1959, Fall 1960, 174
_____ and _____, The Big Drop – A Study of Declining Retail Profits in 1960, Fall 1961, 39
_____, and Linda J. Kemp, Are Buyers Happy in Their Jobs? Summer 1964, 1
_____ and _____, Discount Houses Increase Share of 1961 Profits, Winter 1962-1963, 34
_____, and _____, Profile of the Boston Discount House Customer, Summer 1963, 1
_____, and _____, Are Retail Profits Declining? Fall 1964, 17
_____, and Marvin Levine, Blue Collar Workers Shape Suburban Markets, Winter 1966-1967, 5
Radolf, Herman, Customers Are Still King, Fall 1960, 143
_____, Retail Operating Ratios – An evaluation, published once annually, usually in the winter.
_____, Will N.R.M.A.'s New Accounting Manual Lower Markons? Fall 1963, 25
Ravazzi, Giancarlo, Retailing in a Developing Economy – Italy, Spring 1967, 31
Regan, William J., Self-Selection Buying in Department and Specialty Stores, Summer 1960, 90
Reierson, Curtis C., Are Foreign Products Seen as National Stereotypes? Fall 1966, 33
_____ and Donald G. Barker, Factors in the Marketing of Ice Cream Products, Spring 1966, 44
Riter, Charles B., What Influences Purchases of Color Television? Winter 1966-1967, 25
Ritland, Ross W., Intra-Chain-Store Competition, Summer 1962, 15
_____, New Methods of Estimating and Forecasting Retail Sales, Fall 1963, 1
Robichaud, Robert J., Retail Profit Rise – What Does It Mean? Fall 1966, 52
_____, and Sallie Sewell, Do Christmas Catalogues Stimulate Purchasing? Spring 1960, 1
Ryans, John K., Jr., Predictive Stereotypes in Retailing – Four Appliance Dealer "Types," Winter 1969-1970, 57
_____, A Suggested Behavioral Model for Retail Decision-Making, Spring 1967, 47

Salkin, E. Lawrence, Linear Programming for Merchandising Decisions, Winter 1964-1965, 37
Samli, A. Coskin, Segmentation and Carving a Niche in the Market Place, Summer 1968, 35

Sanders, Donald H., Experiences of Small Retailers with Electronic Data Processing, Spring 1966, 13
Sands, Saul S., Improving the Accuracy of Pedestrian Traffic Counts, Summer 1961, 33
Saunders, Charles B. and Charles T. Deeble, The Personality Structure of a Group of Chain Store Buyers with Implications for Management, Winter 1965-1966, 39
_____, and John D. Logsdon, Retailing – What's That? Fall 1969, 46
Schellenberger, Robert W., A Computerized, Multipurpose Management Game Applied to Retailing, Winter 1965-1966, 10
Schneider, J. B., Retail Competition Patterns in a Metropolitan Area, Winter 1969-1970, 67
Schuller, Leslie, Scenic Background Increases Response to Dress Display, Fall 1962, 5
Schwartzman, Daniel, Fixtures for Self-Selection in Soft Goods, Summer 1960, 88
Sewell, Sallie and Robert J. Robichaud, Do Christmas Catalogues Stimulate Purchasing, Spring 1960, 1
Shaw, Donald R., Crisscrossing Retail Trends, Summer 1963, 17
Sherwood, Henry F., Taking the Mystery Out of Electronic Data Processing, Winter 1961-1962, 9
Simon, Julian L., A Scientific Approach to Dividing the Advertising Budget, Fall 1969, 37
Slesinger, Reuben, Advanced Price Notification as an Anti-Inflationary Measure, Spring 1960, 41
Smith, Paul E., Merchandising for the Teen-Age Market, Summer 1961, 9
_____, and Eugene J. Kelley, Competing Retail Systems: The Shopping Center and the Central Business District, Spring 1960, 11
Sommers, Montrose S. and Jerome B. Kernan, A Behavioral Approach to Planning, Layout, and Display, Winter 1965-1966, 21
Stampfl, Ronald W., A "Principle of Drift" for Institutional Patronage? (*see* Kleimenhagen, Arno K.)
Stafford, James E. and Thomas V. Greer, Consumer Preference for Types of Salesmen: A Study of Independence-Dependence Characteristics, Summer 1965, 27
Stein, Charles S., The Phenomenon of Automatic Merchandising, Spring 1964, 15
Stern, Louis W., Concept of Channel Control, Summer 1967, 14
_____, Economic Factors Influencing Manufacturers' Decisions Concerning Price Maintenance, Spring 1965, 30
_____, Self-Sufficiency: A Fixation in Corporate Supermarket Chains, Spring 1966, 18
Stonier, Charles E., Off-Street Parking to Attract Downtown Shoppers, Fall 1960, 145
Strahl, Robert M., How Department Heads Spend Their In-Store Time, Winter 1960-1961, 207
Summer, Harry N., Choosing Between Retail Stores (*see* Dodge, H. Robert)

Tarpey, Lawrence X., Advertising Overhead in Food Retailing, Winter 1960-1961, 179
_____, Legal Aspects of Retail Competition, Summer 1963, 33
_____, Who is a Competing Customer? – A Study of Legal Interpretations, Spring 1969, 46
_____, and James L. Gibson, Dogmatism as a Factor in Small Business, Winter 1969-1970, 45
Thompson, Bryan, An Analysis of Supermarket Shopping Habits in Worcester, Massachusetts, Fall 1967, 17
_____, Intraurban Retail Structure: The Supermarket, Fall 1969, 69
Thompson, Donald L., Franchise Operations and Antitrust Laws, Winter 1968-1969, 39
_____, The Literature of Franchising, A Selected Classified Bibliography, Winter 1968-1969, 84
———New Concept: 'Subjective Distance, Spring 1963, 1 (*see* Oxenfeldt, Alfred R.)
Tingey, Sherman, Managing Supermarket Managers, Spring 1969, 59

Udell, Jon G. and Bruce LeGrand, Consumer Behavior in the Market Place, Fall 1964, 32

Van Tassel, Charles E., Analysis of the Demand for Food, Summer 1967, 38
Vredenburg, Harvey L. and H. Howard Frisinger, The Value of Trading Stamps as Measured by Retail Prices, Fall 1965, 28

Wadia, Maneck S., The Concept of Culture, Spring 1965, 21
Walters, C. Glenn and Bruce Gunn, Appraising Retailers' Use of the Polygraph, Winter 1967-1968, 10

XUM

Washington, Canas L., Food Retailing Practices in Chile, Fall 1961, 32
Wattel, Harold L., Are Franchisors Realistic and Successful in Their Selection of Franchisees? Winter 1968-1969, 54
Weale, Bruce W., Measuring the Customer's Image of a Department Store, Summer, 1961, 40
_____, and John R. Kerr, Brand Choices of Teen-Age "In-Group" Versus "Out-Group," Winter 1969-1970, 30
Weaver, Charles N., An Empirical Study to Aid in the Selection of Retail Salesclerks, Fall 1969, 22
Weigand, Robert E., Department Stores in Israel, Summer 1968, 50
_____, Department Stores in Japan, Fall 1963, 31
_____, Exclusive Dealerships – A Different View, Spring 1962, 16
Wickern, Joseph, Store Space Allocation and Labor Costs in Theory and Practice, Spring 1966, 36
Wigglesworth, Edwin F. and Jiri Brotan, Retailing Trends in Thailand, Summer 1966, 41
Wolf, Jack S., Space Planning in Department Stores – An Exploratory Approach, Winter 1960-1961, 182
Woll, Milton, Sources of Revenue to the Franchisor and Their Strategic Implications, Winter 1968-1969, 14

Yoshino, M. Y., International Opportunities for American Retailers, Fall 1966, 1
Young, John R., The Growing Strength of Department Stores, Fall 1966, 41

New York University's

Journal of Retailing

Listed below are some of the articles to appear in the academic year, 1970-1971

The Weighted Application Blank Can Improve Retail Employee Selection, by Robert J. Hartley

Activity-Production Analysis in Large and Small Department Stores, by Robert J. Paul and Robert D. Schooler

Role Perceptions in a Multiunit Department Store, by Mitchell S. Novit

Causation of Gross Margin Percentage Differences between Intrafirm Discount Stores, by R. Ted Will

A Computerized Merchandise Budget for Use in Retailing, by LeRoy G. Olson and Richard N. Olson

Excess Capacity in Retailing, by Robert J. Paul

Pricing in Food Chains: Poverty Areas versus Nonpoverty Area Stores, by William T. Bonwich and Edward B. Conway

SUBSCRIBE NOW–

New York University
Institute of Retail Management

432 Commerce Building
Washington Square, New York, N.Y. 10003

Please send me _____ subscriptions to the **Journal of Retailing.**

_____
Name of Subscriber

_____
Mailing Address

_____
City State Zip Code

Rates for single subscriptions:

Domestic		Foreign	
☐ One Year	$ 7.00	☐ One Year	$ 8.00
☐ Two Years	11.00	☐ Two Years	13.00
☐ Three Years	14.00	☐ Three Years	16.00

☐ Bill me later ☐ Remittance enclosed

XUM

New York University's

Journal of Retailing

Special International Issue

Under the guidance of Special Issue Editor Stanley C. Hollander and regular editor Sallie Sewell, New York University published a Special International Issue of the *Journal of Retailing* in the spring of 1968. You can still order it.

Below is the *Table of Contents:*

The Internationalization of Retailing, A Foreword by Special Issue Editor, Stanley C. Hollander, Professor of Marketing, Michigan State University, East Lansing

European Retail Trade Association Comes of Age, by Derek Knee, Executive Director, International Association of Department Stores, Paris, France

European Publications on Retailing–A Review and an Appraisal by Paul Deneffe, Professor at the University of Louvain, Belgium

Shopkeeping in Developing Countries, by Lord Campbell of Eskan Booker Brothers, McConnel & Co., Ltd., London, England

Opportunities and Responsibilities of Retailers Around the World, by Charles H. Hochstrasser, Selvette, Ticino, Switzerland

The Growth of European Voluntary Chains, by H. J. Daniels, Secretary-General, International SPAR Centrale N.V.

Patterns of Retail Evolution, by A. C. R. Dreesmann, internationally known merchant, Amsterdam, The Netherlands

Principles of Constructing Retail Trade Networks in Czechoslovakia, by Vladislov Kobik, Director of the Research Institute of Home Trade, Prague, Czechoslovakia

---

Please send the Special International Issue, **Journal of Retailing**, New York University, to:

Name_____

Address_____

_____

☐ $3.50 for one issue is enclosed

☐_____ for _____ issues is enclosed

(For 20 or more copies, the price is $3.00 each.)

Sign_____

UM

SPECIAL ISSUE ON FRANCHISING!

Write now for your copy of the "Special Issue on Franchising" published by New York University's JOURNAL OF RETAILING, Washington Square, New York, N.Y. 10003.

Special Issue Editor is Dr. Alfred R. Oxenfeldt, Professor of Marketing, Columbia University. Authors are leaders in the franchise field.

The Table of Contents is listed below:

Franchising in Perspective
by Alfred R. Oxenfeldt and Donald N. Thompson

Sources of Revenue to the Franchisor and Their Strategic Implications
by Milton Woll

Franchise Operations and Antitrust Law
by Donald N. Thompson

Are Franchisors Realistic and Successful in Their Selection of Franchisees?
by Harold Wattel

Will Successful Franchise Systems Ultimately Become Wholly-Owned Chains?
by Alfred R. Oxenfeldt and Anthony O. Kelly

Does Franchising Create a Secure Outlet for the Small Aspiring Entrepreneur?
by Louis M. Bernstein

The Literature on Franchising: A Selected, Classified Bibliography
by Donald N. Thompson

Please send the Special Issue on Franchising, **Journal of Retailing**, New York University, to:

Name_____

Address_____

_____

☐ $3.50 for one issue is enclosed

☐ _____ for _____ issues is enclosed
(For 20 or more copies, the price is $3.00 each.)

Sign_____

XUM

Special Executive Management Seminars and Workshops

In order to aid retail organizations of all kinds to prepare executives to perform their present jobs more efficiently and to qualify for advancement, the Institute of Retail Management initiated a series of management seminars in 1949. All of these, conducted with the cooperation of trade associations and/or other organizations in various branches of retailing, have earned the praise of the participants. This is well demonstrated by the success of the programs, which have won continuing support over a long period of time.

Among the seminars and workshops offered recently or currently are the following:

- Seminar in Jewelry Store Management and Merchandising
- Workshop in Retail Advertising Copy
- Executive Seminar in Men's Wear Store Management
- Seminar in Retailing for Petroleum Marketers
- Advanced Seminar in Retailing for Representatives of International Business Machines Corporation
- Executive Seminar in Shoe Store Management
- Seminar in Retail Advertising Copy *(The New York Times)*
- Executive Seminar in Ski Shop Management
- The Retailer and the Disadvantaged: The Obligations and the Opportunities

As this roster indicates, the staff of the Institute of Retail Management is prepared to plan and to conduct executive-development seminars that meet the requirements of many different groups with special interests and needs.

For information, write or telephone to:
Institute of Retail Management
New York University
Washington Square, New York, N.Y. 10003
598-2291

New York University
Institute of Retail Management

XUM

UM